Heuristic Evaluation: Exercise

Human Computer Interaction

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Goal

- Conduct an individual Heuristic Evaluation

- Share results with the class and reach an agreement

Recap: Phases of Heuristic Evaluation

1. Pre-evaluation training
   - o Give evaluator information about the domain and the scenario to be evaluated

2. Evaluation
   - o Individual

3. Severity Rating
   - o First, individually
   - o Then, aggregate and find consensus

4. Debriefing
   - o Review with the design team

Recap: Evaluation (I)

- Define a set of tasks, that the evaluators should analyze

- For each task, the evaluator should step through the design several times, and inspect the UI elements
  - On the real design, or on a preliminary prototype

- At each step, check the design according to each of the heuristics
  - 1st step, get a general feeling for the interaction flow and general scope
  - 2nd step (and following), focus on specific UI elements, knowing where they fit in the general picture

Recap: Evaluation (II)

- Where problems may be found
  - A single location in the UI
  - Two or more locations that need to be compared
  - Problem with the overall UI structure
  - Something is missing
    - May be due to prototype approximation
    - May still be unimplemented

Exercise

- Target website: https://trenitalia.com/
    - Trenitalia is the primary train operator in Italy
    - It offers national rail transport with regional trains and high-speed trains ("Frecciarossa")

- Tasks:
    - Explore the offers proposed by the website and buy a discounted ticket
    - Buy a "Frecciarossa" round trip from Turin to Rome for the winter holidays
    - Chat with an operator for receiveing support

- In performing the tasks, you can register/login to the platform and change the language of the website, if you want

Exercise

- Phase 1: individual evaluation (~30 minutes)

  o Try to perform the tasks on the website

  o Keep the list of heuristics in front of you while performing the tasks and take notes

  o If you find usability problems (you will!), specify which heuristic(s) each problem you found is related to

  o Add a rating for each identified problem by applying Nielsen's severity ratings: 0 = not a problem, 1 = cosmetic, 2 = minor, 3 = major, 4 = usability catastrophe

  o Use the [following template]() as a guide for conducting the evaluation and taking notes

Exercise

- Phase 2: aggregate and find consensus

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